ACCESS CONTROL AND METERING SYSTEM FOR STREAMING MEDIA

ABSTRACT OF THE DISCLOSURE

The present invention provides systems and techniques for transmitting a streaming media file. One of the techniques includes sending a metering uniform resource locator (URL) from a first server to a client player over a network, and sending a streaming media file from a second server to the client player over the network. The streaming media file includes at least one embedded metering event. In response to receiving the metering URL and the embedded metering event at the client player, a user meter is ticked.